

## Lesson 1.1 What Is Marketing?

### LESSON QUIZ

**Directions:** For each of the following statements, if the statement is true, write a T on the answer line; if the statement is false, write an F on the answer line.

- T   1. Millions of businesses today have marketing as their main activity.
- F   2. Marketing activities today are completed in much the same way they have always been done.
- T   3. Developing marketing skills can actually help you be a more effective consumer.
- T   4. Credit card companies are directly involved in marketing.
- F   5. Marketing activities can be categorized within four functions.
- F   6. Marketing activities are completed by profit making businesses but not by not-for-profit businesses.
- T   7. A business is involved in marketing when it communicates the value of products to prospective customers.

**Directions:** For each of the following items, decide which choice best completes the statement. Write the letter that identifies your choice on the answer line.

- C   8. Successful businesses develop an approach to marketing planning that responds to
  - A. new products
  - B. trends in the industry
  - C. the needs of customers
  - D. every situation
- A   9. By studying marketing, you will learn
  - A. how businesses use marketing to increase their effectiveness and profits
  - B. how new businesses are established
  - C. how products are manufactured
  - D. why consumers are usually misled by marketing
- D   10. Distribution includes
  - A. creating a budget for marketing activities
  - B. completing research to develop new products
  - C. advertising and other forms of promotion
  - D. determining the best procedure to be used so prospective customers can locate a product
- A   11. Marketing-information management includes
  - A. obtaining market information to improve decision making
  - B. establishing the best price for a product or service
  - C. developing an effective sales presentation
  - D. improving the efficiency of product delivery

## Activity 1 • Apply the Marketing Functions

**Directions:** Describe how the following business and organizations would use each of the nine marketing functions.

	Bank	Professional Athletic Team	Jewelry Store	City Library
Market Planning	<i>Answers will vary, but should include specific examples related to the function and the type of business.</i>			
Product and Service Management				
Distribution				
Selling				
Marketing-Information Management				
Financing				
Pricing				
Promotion				
Risk Management				

## Lesson 1.2 Business Needs Marketing

### LESSON QUIZ

**Directions:** For each of the following statements, if the statement is true, write a T on the answer line; if the statement is false, write an F on the answer line.

- T   1. All business activities contribute in specific ways to the success of the business.
- F   2. Marketing is particularly important when businesses produce a low-quality product.
- T   3. Specialization of labor results in the production of large quantities of a product.
- F   4. Self-sufficient people bartered for goods they needed.
- T   5. Marketing has existed since businesses began exchanging goods.
- T   6. A money system was developed to assist with the exchange process.
- F   7. A new or small business does not need to coordinate its business functions.

**Directions:** For each of the following items, decide which choice best completes the statement. Write the letter that identifies your choice on the answer line.

- C   8. Self-sufficient people have to overcome
  - A. bartering
  - B. specialization of labor
  - C. the need for a variety of goods and services to live
  - D. all of the above
- A   9. In order to barter, both parties
  - A. must want what the other party has
  - B. must have money
  - C. must travel
  - D. must have most needs satisfied already
- B   10. Central markets were usually located
  - A. where both producers and consumers lived
  - B. where people frequently traveled
  - C. where facilities to store products already existed
  - D. all of the above
- D   11. Operations includes
  - A. obtaining, transporting and storing products
  - B. maintaining buildings and equipment
  - C. preparing and maintaining paperwork and computerized records
  - D. all of the above

Activity 1 • Bartering

**Directions:** In the small town of Woodville, people still barter to obtain the products they need. Use the information below to make trades that will satisfy the town’s residents. Identify the trades that each individual must make to acquire the item he or she wants. Enter the name of each person they must trade with in the boxes on the same level in the order in which the trades must occur.

	Makes	Wants
Sara	Bread	Vegetables
Max	Meat	Bread
Lynne	Fabric	Bread
Jason	Fruit	Fabric
Melanie	Bread	Meat
Thomas	Vegetables	Fruit

Sara	<u>Lynne</u>	<u>Jason</u>	<u>Thomas</u>
Max	<u>Melanie</u>		
Lynne	<u>Jason</u>	<u>Thomas</u>	<u>Sara</u>
Jason	<u>Thomas</u>	<u>Sara</u>	<u>Lynne</u>
Melanie	<u>Max</u>		
Thomas	<u>Sara</u>	<u>Lynne</u>	<u>Jason</u>

## Lesson 1.3 Understanding the Marketing Concept

### LESSON QUIZ

**Directions:** For each of the following statements, if the statement is true, write a T on the answer line; if the statement is false, write an F on the answer line.

- F   1. Marketing has always been an important part of business.
- T   2. The most successful businesses are the ones that consider customers' needs as they produce and market their products and services.
- F   3. Today the biggest challenges facing most businesses is getting the products from the places where they are produced to prospective customers
- T   4. The marketing concept works well for organizations such as colleges and hospitals as well as for businesses whose goal is to make a profit.
- F   5. A marketing mix is the blending of three marketing elements—product, distribution, and promotion.
- F   6. Companies that believe in the marketing concept cannot be concerned about the amount of profit they make.
- F   7. Price is the actual cost that a business incurred to produce and market the product.

**Directions:** For each of the following items, decide which choice best completes the statement. Write the letter that identifies your choice on the answer line.

- A   8. As consumers increased their standard of living and had more money to spend, the demand for newer and better products
  - A. increased
  - B. decreased
  - C. remained the same
  - D. varied widely
- D   9. In the past, businesses could be successful by
  - A. producing more products
  - B. increasing the amount of advertising
  - C. increasing selling efforts for the products
  - D. all of the above
- A   10. Businesses that do not use the marketing concept
  - A. often rely on advertising and promotion
  - B. sell more products
  - C. are better able to control costs
  - D. earn higher profits

## Activity 1 • Recycling Sells

**Directions:** As the marketing manager of a large manufacturing facility, you developed a marketing research program to determine consumers' responsiveness to using products identified as "manufactured with recycled materials." The results have indicated an 83 percent approval rating from consumers who purchase products that carry a recycling symbol on the package. Based on that result, you believe the company should consider using recycled materials.

Write a memo to the chief operating officer of the company explaining the study and its results. Encourage management to consider your recommendation and to use it as an important part of the marketing strategy. Be sure to indicate how this tactic can be used as a part of each marketing mix element—product, price, promotion, and distribution.

*Answers will vary, but should include specific references to altering the marketing mix (product, price, promotion, and distribution) to include recycled materials and symbols.*

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## Activity 2 • Who's in the Market?

**Directions:** Develop specific descriptions of two different potential markets for each of the following businesses.

1. A health and fitness club: People who are watching their weight, athletes who want to maintain their fitness, people who want help and advice from experts in establishing a fitness program

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2. A cruise ship: Young singles planning a vacation, honeymooners, family travels, retirees

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3. A fast-copy printing business: Full-service printing for small businesses, specialized printing projects for individuals, emergency business needs for traveling business people

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4. A tax accountant: Individuals who need their taxes prepared at the end of the year, individuals wanting advice to help with financial planning, small businesses needing accounting and tax services

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## Lesson 1.4 The Changing Role of Marketing

### LESSON QUIZ

**Directions:** For each of the following statements, if the statement is true, write a T on the answer line; if the statement is false, write an F on the answer line.

- F   1. During the Production Era, production processes were very complex and many product choices were available.
- F   2. During the Sales Era, transportation systems were not well developed.
- T   3. During the Marketing Department Era companies increasingly relied on a variety of marketing activities to find ways to expand markets and sell more products.
- T   4. There are some products that customers just won't buy.
- F   5. After changing a great deal in the first half of the 20th century, the role of marketing in businesses has remained the same since that time.
- T   6. Marketing includes distribution, pricing, credit, and customer services.
- T   7. Marketing can help the business be more profitable by coordinating activities and controlling costs.

**Directions:** For each of the following items, decide which choice best completes the statement. Write the letter that identifies your choice on the answer line.

- A   8. Select the option that correctly identifies the development sequence of the philosophy of marketing.
  - A. Production Era, Sales Era, Marketing Department Era, and Marketing Concept Era
  - B. Marketing Department Era, Production Era, Sales Era, and Marketing Concept Era
  - C. Production Era, Marketing Department Era, Sales Era, and Marketing Concept Era
  - D. Sales Era, Production Era, Marketing Concept Era, and Marketing Department Era
- A   9. During the Marketing Concept Era,
  - A. marketing became the work of more than one department
  - B. advertising was used as a means to convince customers to buy products they may not need
  - C. many new marketing activities were developed
  - D. customer needs were more important than profit
- D   10. Relationship marketing focuses on
  - A. developing effective working relationships in employee teams
  - B. giving employees the authority to solve many customer problems
  - C. identifying new customers to replace older, less satisfied customers
  - D. developing loyal customers who continue to purchase from the business for a long period of time

Activity 1 • Competition in the Air

**Directions:** The airline industry in the United States has, in recent years, struggled to make a profit. Describe some of the ways various airlines have altered the elements of the marketing mix to try to remain competitive. Explain whether or not you believe the changes reflect a commitment to the marketing concept.

*Answers will vary. Students can identify changes such as number of flights, flight schedules, changes in food and beverage services offered, discounted prices, frequent flyer programs, use of e-tickets, changes in an airline’s image, different types of promotion, and so forth. Students should discuss whether or not the identified changes seem to reflect a commitment to identifying and satisfying customer needs.*

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Activity 2 • Meeting Customer Needs

**Directions:** Select an item you own and use regularly. Identify ten ways the product specifically meets your needs as a consumer.

*Answers will vary. Students should identify features of the product such as its appearance, image, cost, durability, or functionality.*

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